

Message Text

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DRAFTED BY: COM/USTS/W. TOLSON

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EA/ANP:H.H. LANGE

COM/ASST. SEC. FOR TOURISM/C. LANGHORNE WASHBURN

EB/CBA/OCA/BR- INFO)

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R 201744Z DEC 74

FM SECSTATE WASHDC

TO AMCONSUL MELBOURNE

INFO AMCONSUL BRISBANE

AMEMBASSY CANBERRA

AMCONSUL PERTH

AMCONSUL SYDNEY

UNCLAS STATE 278816

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: INCREASING AUSTRALIAN TOURISM TO U.S.

REF: MELBOURNE 1456: STATE A-9014

USTS IS FINALIZING PLANS TO ASSIST COMMERCIAL OFFICERS BEGINNING
FY 1976 IN DEVELOPING TRACEL TO THE U.S. FROM USTS-DESIGNATED
SECONDARY MARKETS OF WHICH AUSTRALIA IS INCLUDED. USWS, IN PLAN,
WILL PROVIDE ITS TRAVEL MARKETING EXPERTISE AND TECHNICAL KNOW-
LEDGE TO HELP GUIDE THE ESTABLISHMENT OF A VISIT USA COMMITTEE,
CHAired BY THE COMMERCIAL OFFICER, AND TO ASSIST IN THE DEVELOPMENT
OF A TRAVEL PROMOTION PROGRAM. SPECIFIC PROJECT STATEMENTS ON
TRAVEL DEVELOPMENT ARE BEING DEVELOPED JOINTLY WITH DIBA TO BE
INCLUDED IN THE FY 1976 COUNTRY COMMERCIAL PROGRAM FOR EACH OF THE
DESIGNATED SECONDARY COUNTRY MARKETS. THE PROGRAM PLAN WILL BE
TRANSMITTED PER DIBA FY 1976 COUNTRY COMMERCIAL PROGRAM
SCHEDULE. IN THE INTERIM, STATE A-9014 ON THE SUBJECT
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OF TRAVEL PROGRAM FOR FOREIGN TRAVEL AGENTS AND JOURNALISTS

SHOULD BE REVIEWED FOR POSSIBLE PARTICIPATION.
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